

IN THE CLAIMS

Please cancel claims 4-9, 12-16, and 19-22, without prejudice or disclaimer, and add new claim 27.

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--27. (New) A method for sending a plurality of advertisements and a map, over a network, to a user terminal in response to a single request sent from the user terminal via the network, comprising:

receiving the single request from the user terminal;

searching and transmitting the map information corresponding to the received request;

FI searching and transmitting the plurality of advertisements corresponding to the received request; and

enabling the display of both the map and the plurality of advertisements on the user terminal, wherein

the single request sent from the user terminal includes a unique identification code that is associated with a geographical location and with a type of business, and

the type of business is associated with the plurality of advertisements to be displayed with the map.--

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